

We claim:

1. A footbed for insertion into a shoe, the footbed comprising:
 an insole that includes a heel area, a metatarsal area and an arch area between the heel area and the metatarsal area, the insole including a lateral side and a medial side; and
 a support attached to the insole, the support extending between the arch area and the heel area of the insole, and the support extending from the lateral side to the medial side of the insole.
2. The footbed of claim 1, wherein the support includes a lateral end, a medial end and a center section between the lateral end and the medial end, the lateral and medial ends being wider than the center section.
3. The footbed of claim 1, wherein the insole is contoured.
4. The footbed of claim 1, wherein the support is embedded in the insole.
5. The footbed of claim 1, wherein the insole includes a first layer and a second layer such that the support is attached to the first layer.
6. The footbed of claim 5, wherein the first layer is EVA resin foam, the second layer is EVA foam and the support is a thermoplastic urethane.
7. The footbed of claim 6, further comprising a third layer covering the second layer, wherein the third layer is a polyester fabric.

8. The footbed of claim 5, wherein at least a portion of the second layer extends through the first layer.
9. The footbed of claim 1, wherein the support extends from the heel area to the metatarsal area along the medial side of the insole.
10. A footbed for insertion into a shoe, the footbed comprising:
an insole that includes a heel impact area, a metatarsal area and an arch area between the heel impact area and the metatarsal area, the insole including a lateral side and a medial side; and
a support attached to the insole, the support surrounding the heel impact area and extending from the heel impact area toward the metatarsal area along the medial side of the insole.
11. The footbed of claim 10, wherein the metatarsal area includes a first metatarsal area such that the support extends along the medial side of the insole to the first metatarsal area.
12. The footbed of claim 10, further comprising an arch pad attached to the arch area of the insole adjacent to the support.
13. The footbed of claim 12, wherein the arch pad is embedded in the insole.
14. The footbed of claim 10, further comprising a heel pad attached to the heel impact area of the insole adjacent to the support.

15. The footbed of claim 14, wherein the heel pad is embedded in the insole.
16. The footbed of claim 10, wherein the insole includes a first layer and a second layer and the support is attached to the first layer.
17. The footbed of claim 10, wherein the support is embedded in the insole.
18. The footbed of claim 17, wherein at least a portion of the insole extends through the support.
19. The footbed of claim 18, wherein the portion of the insole that extends through the support extends through the support on the medial side of the insole.
20. A footbed for insertion into a shoe, the footbed comprising:
an insole that includes a heel area, a metatarsal area and an arch area between the heel area and the metatarsal area, the insole including a lateral side and a medial side; and
a support attached to the insole, the support extending between the arch area and the heel area of the insole from the lateral side to the medial side of the insole, the support including a lateral end, a medial end and a center section between the lateral end and the medial end, the lateral and medial ends being wider than the center section.
21. The footbed of claim 20, wherein the support is embedded in the insole.

22. The footbed of claim 20, wherein the insole includes a first layer and a second layer such that the support is attached to the first layer.

23. A footbed for insertion into a shoe, the footbed comprising:
an insole that includes a heel area with a heel impact area, a metatarsal area with a first metatarsal area and an arch area between the heel area and the metatarsal area, the insole including a lateral side and a medial side; and
a support embedded in the insole, the support extending between the arch area and the heel area, the support extending from the lateral side to the medial side of the insole, the support surrounding the heel impact area and extending from the heel area to the first metatarsal area along the medial side of the insole.

24. The footbed of claim 23, further comprising:
an arch pad embedded in the arch area of the insole adjacent to the support; and
a heel pad embedded in the heel impact area of the insole adjacent to the support.

25. The footbed of claim 23, wherein at least a portion of the insole extends through the support on the medial side of the insole.